

ADI (rank)	1986 households (000)			ADI (rank)	1986 households (000)		
	ABC	CBS	NBC		ABC	CBS	NBC
Eureka, Calif. (184) *	—	7	6	Oklahoma City (36)	77	84	90
Evansville, Ind. (88)	47	30	35	Omaha (70)	55	41	50
Fargo, N.D. (102)	27	24	26	Orlando-Daytona Beach, Fla. (27)	113	87	120
Flagstaff, Ariz. (206)	—	—	5	Ottumwa, Iowa-Kirksville, Mo. (204)	17	—	—
Flint-Saginaw-Bay City, Mich. (54)	77	35	85	Paducah, Ky.-Cape Girardeau, Mo. (75)	31	62	54
Florence, S.C. (145)	20	43	—	Palm Springs, Calif. (183)	7	—	9
Fort Myers-Naples, Fla. (107)	20	34	36	Panama City, Fla. (175)	18	—	26
Fort Smith, Ark. (149)	19	24	15	Parkersburg, W.Va. (198)	—	—	9
Fort Wayne, Ind. (93)	35	33	35	Peoria, Ill. (100)	36	25	36
Fresno, Calif. (64) *	55	42	54	Philadelphia (4)	442	308	413
Gainesville, Fla. (170)	21	—	—	Phoenix (22)	104	103	123
Glendive, Mont. (214)	—	1	—	Pittsburgh (12)	227	180	176
Grand Junction, Colo. (177)	7	9	—	Portland, Ore. (25)	85	92	110
Grand Rapids-Kalamazoo, Mich. (41)	60	67	87	Portland-Poland Spring, Me. (76)	48	35	52
Great Falls, Mont. (178)	14	10	—	Presque Isle, Me. (205)	—	6	—
Green Bay, Wis. (68)	56	51	57	Providence, R.I.-New Bedford, Mass. (42)	91	64	97
Greensboro-Winston Salem-High Point, N.C. (50)	75	74	77	Quincy, Ill.-Hannibal, Mo. (152)	—	23	27
Greenville-Asheville-Spartanburg, S.C. (37)	84	81	106	Raleigh-Durham, N.C. (38) *	91	83	40
Greenville-New Bern, N.C. (97)	29	40	57	Rapid City, S.D. (161)	17	—	12
Greenwood-Greenville, Miss. (168)	25	10	—	Reno (125)	28	16	23
Hagerstown, Md. (194)	—	—	18	Richmond, Va. (63)	63	67	63
Harrisburg-Lancaster-Lebanon-York, Pa. (44)	58	38	107	Roanoke-Lynchburg, Va. (72)	40	61	57
Harrisonburg, Va. (200)	19	—	—	Rochester, Minn.-Mason City, Iowa (142)	24	16	22
Hartford-New Haven, Conn. (24)	110	131	76	Rochester, N.Y. (71)	51	46	55
Hazard, Ky. (210)	—	6	—	Rockford, Ill. (112)	26	24	29
Helena, Mont. (210)	—	—	5	Roswell, N.M. (181)	—	12	—
Houston (10)	219	145	185	Sacramento-Stockton, Calif. (20)	113	106	148
Huntsville-Decatur-Florence, Ala. (89)	48	40	34	St. Joseph, Mo. (188)	15	—	—
Idaho Falls-Pocatello (159)	12	13	16	St. Louis (18)	138	138	176
Indianapolis (23)	111	112	113	Salinas-Monterey-San Jose, Calif. (110)	51	18	42
Jackson, Miss. (85)	28	45	60	Salisbury, Md. (166)	12	18	—
Jackson, Tenn. (190)	27	—	—	Salt Lake City (39)	84	62	98
Jacksonville, Fla. (61)	48	63	54	San Angelo, Tex. (192)	—	11	—
Johnstown-Altoona, Pa. (81)	6	43	77	San Antonio, Tex. (45)	67	74	73
Jonesboro, Ark. (178)	30	—	—	San Diego (26)	87	86	95
Joplin, Mo.-Pittsburg, Kan. (119)	29	27	25	San Francisco (5)	243	226	270
Kansas City, Mo. (30)	110	85	121	Santa Barbara-Santa Maria, Calif. (113)	25	16	19
Knoxville, Tenn. (60)	70	68	44	Sarasota, Fla., (157)	16	—	—
La Crosse-Eau Claire, Wis. (127)	18	25	37	Savannah, Ga. (108) *	21	37	33
Lafayette, Ind. (191)	—	9	—	Seattle-Bellingham-Tacoma (13)	135	108	170
Lafayette, La. (111)	40	52	—	Shreveport, La.-Texarkana, Tex. (53)	69	59	61
Lake Charles, La. (171)	—	—	36	Sioux City, Iowa (129)	27	11	31
Lansing, Mich. (100)	—	45	43	Sioux Falls-Mitchell, S.D. (95)	36	44	18
Laredo, Tex. (199)	3	2	4	South Bend-Elkhart, Ind. (84)	40	42	57
Las Vegas (96)	28	31	41	Spokane, Wash. (78)	46	40	47
Laurel-Hattiesburg, Miss. (164)	—	—	30	Springfield, Mass. (103)	30	—	38
Lexington, Ky. (77)	44	48	55	Springfield, Mo. (83)	19	45	56
Lima, Ohio (195)	—	—	16	Springfield-Decatur-Champaign, Ill. (69)	50	52	58
Lincoln-Hastings-Kearney, Neb. (90)	22	39	14	Syracuse, N.Y. (67)	51	58	72
Little Rock, Ark. (55)	76	56	63	Tallahassee, Fla. (130)	12	40	8
Los Angeles (2)	528	420	578	Tampa-St.Petersburg-Sarasota (17)	164	166	183
Louisville, Ky. (49)	55	76	84	Terre Haute, Ind. (131)	12	30	38
Lubbock, Tex. (141)	20	17	21	Toledo, Ohio (65)	51	63	81
Macon, Ga. (132)	18	32	19	Topeka, Kan. (143)	12	24	20
Madison, Wis. (109)	31	35	33	Traverse City-Cadillac, Mich. (139)	14	33	31
Mankato, Minn. (209)	—	9	—	Tucson, Ariz. (82)	38	30	41
Marquette, Mich. (186)	—	15	—	Tulsa, Okla. (52)	68	67	66
McAllen-Brownsville, Tex. (117)	32	25	25	Tuscaloosa, Ala. (187)	—	7	—
Medford, Ore. (156)	14	16	26	Twin Falls, Idaho (202)	—	—	9
Memphis (40)	79	90	108	Tyler, Tex. (154)	43	7	—
Meridian, Miss. (174)	21	7	5	Utica, N.Y. (158)	14	—	25
Miami (14)	154	143	174	Victoria, Tex. (207)	6	—	6
Milwaukee (28)	90	74	107	Waco-Temple, Tex. (94) *	16	34	31
Minneapolis-St. Paul (16)	133	135	125	Washington (9)	203	175	212
Minot-Bismarck-Dickinson, N.D. (146)	7	18	28	Watertown-Carthage, N.Y. (169)	—	16	—
Missoula-Butte, Mont. (176)	—	—	23	Wausau-Rhineland, Wis. (128)	28	31	13
Mobile, Ala.-Pensacola, Fla. (57)	59	64	75	West Palm Beach-Ft. Pierce, Fla. (56)	50	19	67
Monroe, La.-El Dorado, Ark. (114)	14	48	25	Wheeling, W.Va.-Steubenville, Ohio (124)	—	39	38
Montgomery, Ala. (116) *	18	13	61	Wichita-Hutchinson, Kan. (59)	47	53	53
Nashville (31)	85	102	125	Wichita Falls-Lawton (126)	23	20	20
New Orleans (34)	86	103	109	Wilkes Barre-Scranton, Pa. (58)	87	44	78
New York (1)	869	781	975	Wilmington, N.C. (151)	27	6	56
Norfolk-Portsmouth, Va. (46)	70	67	84	Yakima, Wash. (123)	21	27	26
North Platte, Neb. (212)	—	—	7	Youngstown, Ohio (92)	41	41	50
Odessa-Midland, Tex. (144)	23	21	23	Zanesville, Ohio (201)	—	—	10